

INVOICE



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Ford, Johnny
Attention: Accounts Payable
1203 Lakeshore Drive
Tuskegee, AL 36083

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1572144-1	08/28/16	August 2016	08/01/16 - 08/23/16

Property	Account Executive	Sales Office	Sales Region
WSFA	Kerry Morrison	WSFA	Local

Advertiser	Product	Estimate Number
POL/Ford, Johnny/R/Mayor	Aug 23 Mayoral Election	

Flight Dates	Order #	Alt Order #
08/22/16 - 08/23/16	1572144	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/22/16	08/22/16	WSFA 12 NEWS AT 4PMM-F	4-430P	M-----	:30	1	\$40.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 M----- 1 \$40.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/22/16	4:08 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	JOHNNY FORD for Mayor	\$40.00 NM
2	08/22/16	08/22/16	WSFA 12 NEWS AT 4PMM-F	430-5P	M-----	:30	1	\$40.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 M----- 1 \$40.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/22/16	4:42 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	JOHNNY FORD for Mayor	\$40.00 NM
3	08/22/16	08/22/16	WSFA 12 News at Five	5-530pm	M-----	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 M----- 1 \$185.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/22/16	5:27 PM	WSFA 12 News at Five	5-530pm	:30	JOHNNY FORD for Mayor	\$185.00 NM
4	08/22/16	08/22/16	WSFA 12 News at Six - M	6-630pm	M-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 M----- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/22/16	6:15 PM	WSFA 12 News at Six - MF	6-630pm	:30	JOHNNY FORD for Mayor	\$350.00 NM
5	08/22/16	08/22/16	WSFA 12 News at Ten - M	10-1035pm	M-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 M----- 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/22/16	10:11 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	JOHNNY FORD for Mayor	\$300.00 NM
6	08/23/16	08/23/16	Today in Alabama	530a	528am-6am		:30	1	\$110.00 NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1572144-1	08/28/16	August 2016	08/01/16 - 08/23/16
Advertiser	Product	Estimate Number	
POL/Ford, Johnny/R/Mayor	Aug 23 Mayoral Election		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
-T-----									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$110.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	5:44 AM	Today in Alabama 530a	528am-6am	:30	JOHNNY FORD for Mayor	\$110.00 NM
7	08/23/16	08/23/16	Today In Alabama	6a-7a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$200.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	6:44 AM	Today In Alabama	6a-7a	:30	JOHNNY FORD for Mayor	\$200.00 NM
8	08/23/16	08/23/16	WSFA 12 News at Noon	12-1230pm	-T-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	12:22 PM	WSFA 12 News at Noon	12-1230pm	:30	JOHNNY FORD for Mayor	\$100.00 NM
9	08/23/16	08/23/16	ALABAMA LIVE @ 11A	11-1130Am	-T-----	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	11:10 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	JOHNNY FORD for Mayor	\$30.00 NM
10	08/23/16	08/23/16	NBC Today Show	7-9am	-T-----	:30	1	\$95.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$95.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	7:19 AM	NBC Today Show	7-9am	:30	JOHNNY FORD for Mayor	\$95.00 NM
11	08/23/16	08/23/16	Production	Production Fee	-T-----	:00	1	\$375.00	NS
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$375.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16		Production	Production Fee	:00		\$375.00 NS
12	08/23/16	08/23/16	ALABAMA LIVE @ 1130/1130A-12P		-T-----	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	11:41 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	JOHNNY FORD for Mayor	\$30.00 NM
13	08/23/16	08/23/16	The Insider	130-2p	-T-----	:30	1	\$20.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/22/16 08/28/16 -T----- 1 \$20.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	08/23/16	1:47 PM	The Insider	130-2p	:30	JOHNNY FORD for Mayor	\$20.00 NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1572144-1	08/28/16	August 2016	08/01/16 - 08/23/16

Advertiser	Product	Estimate Number
POL/Ford, Johnny/R/Mayor	Aug 23 Mayoral Election	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Total Spots							13		

Payment Terms 30 Days

<u>Gross Total</u>	\$1,875.00
<u>Agency Commission</u>	\$281.25
<u>Net Amount Due</u>	\$1,593.75

We Warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.